



Building Sustainable Physical Activity Programs

A Strategic Approach



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The Basics:

Physical Activity and Quality of Life

Can help reduce risk of

- **depression**
- **diabetes**
- **heart disease**
- **high blood pressure...**



The Basics:

Physical Activity and Quality of Life

Can help reduce the risk of

- **obesity**
- **stroke**
- **certain kinds of cancer**
- **other**



The Basics:

Community's (or Group's) "PA Profile"

- How do you define the Community/Group?
- What are their *documented* PA needs, challenges?
- What would enhance their quality of life?



The Basics:

Perspective-

Who Defines “Quality of Life?”

- **Teen Girls – Body Image**
- **Seniors –
Mobility/Independence**
- **Women – Weight
Management/Mood**
- **Children –Fun! Freedom!**



The Basics:

Relevant PA Programming

- Addresses group's documented needs
- Enhances *their* quality of life
- Fits – age, ability, culture, preferences...
- Is “sticky”



The Basics:

Not Just Activities



***Real Strategies,
Real Interventions,
Programs and Processes...***



The Basics:

Not Just Activities

- Sustainable (with or without you!)
- Changes sedentary behaviors
- Changes lives...

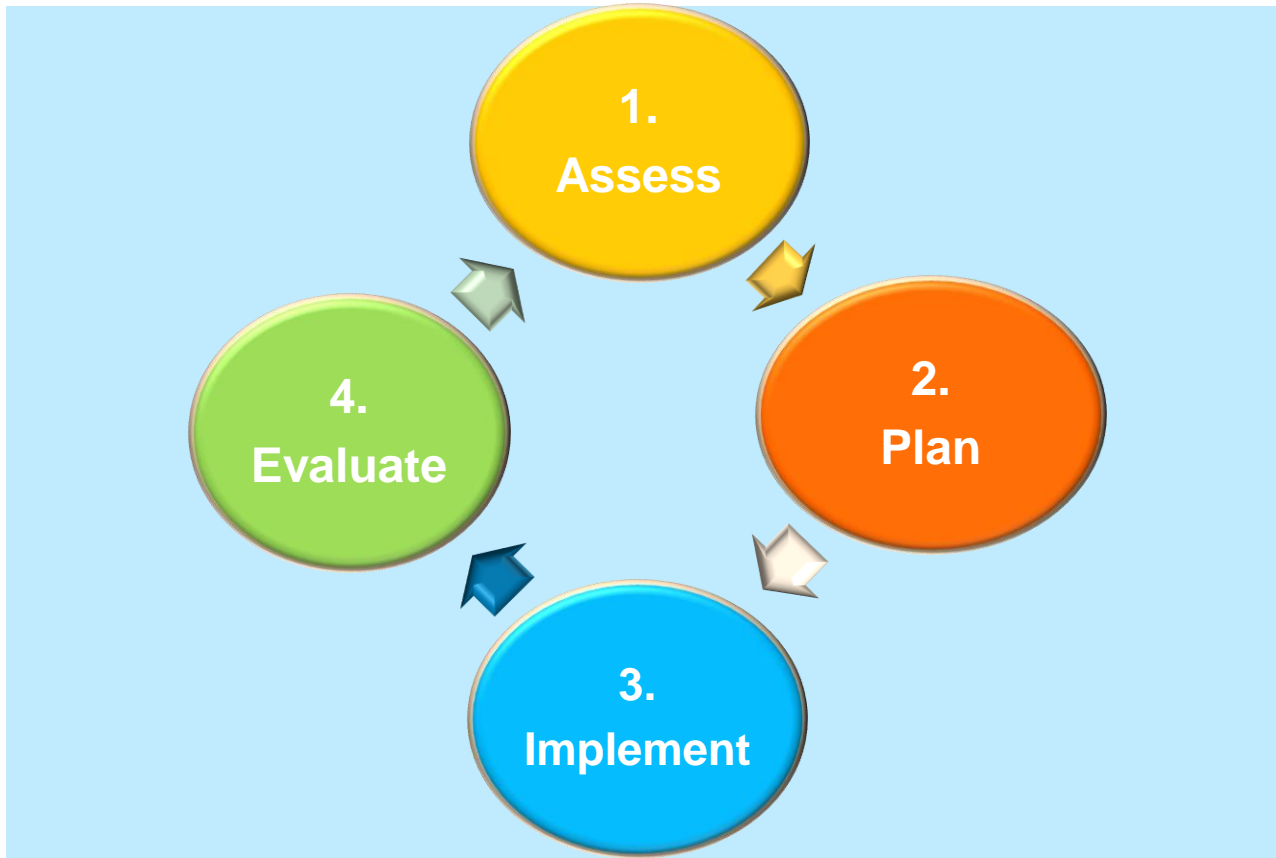


Sustainability

- **Environmental Support**
- **Funding Stability**
- **Communications**
- **Sound Program Evaluation**
- **Capacity**
- **Planning**
- **Strategic Partnerships and**
- **Inclusion**



PA Program Planning Process



The PA Planning Process

1. Assessment _____

**Assessments are
External AND Internal**

External:

- **Who is affected?**
- **What is the challenge, symptom, need?**
- **How is the issue substantiated? Documented?**
- **What is the desired change?**



The PA Planning Process

1. Assessment _____

Assessments are
External AND Internal

Internal:

- What are our resources, skills, capacity?
- What resources, skills capacity are needed?
- Who Should be at the team table?



The PA Planning Process

1. Assessment _____

**Sources of data to document/support
direction/establish baseline**

- **Surveys**
- **Conversations with professionals**
- **Interviews with community leaders**
- **Focus groups**



The PA Planning Process

1. Assessment _____

Sources of data to document/support direction/establish baseline

- **Public Meetings**
- **Direct Observation**
- **Studies/Reports by reputable agencies**
- **Web Research – CDC, NIH, Prevention Institute etc...**
- **Other**



The PA Planning Process

2. Planning_____

Program planning

- Involves conceptualizing and documenting the “roadmap”
- Includes evaluation measures up front.
“How will we know when we’ve arrived?”



The PA Planning Process

2. Planning_____

Building the Team – Be Inclusive

- **Community Members**
- **Public Health Professionals**
- **PA Partners**
- **City Officials/Planners**



The PA Planning Process

2. Planning

Building the Team – Be Inclusive

- Clinicians
- Youth/Seniors
- Educators
- More...



The PA Planning Process

2. Planning_____

Building the Team – Utilize PA Partnerships

- **YMCAs**
- **Boys and Girls Clubs**
- **Corporations and their employees**
- **Universities and their student athletes**
- **Parks and Recreation Departments**
- **Sports teams – Go Warriors!**
- **Sportswear companies**



The PA Planning Process

2. Planning

Building the Team – Utilize PA Partnerships

- **Law enforcement –PAL/SAL**
- **Teachers, Seniors, Retirees**
- **Sororities/Fraternities**
- **Regional, State, National and Local Parks**
- **Physicians**
- **High School Students**



The PA Planning Process

2. Planning_____

Building the Team – Utilize PA Partnerships

- **Faiths organizations**
- **PA Centers – Gymboree, the Jungle**
- **Politicians**
- **Gyms and trainers**
- **Retired professional athletes**
- **Athletic colleagues!**

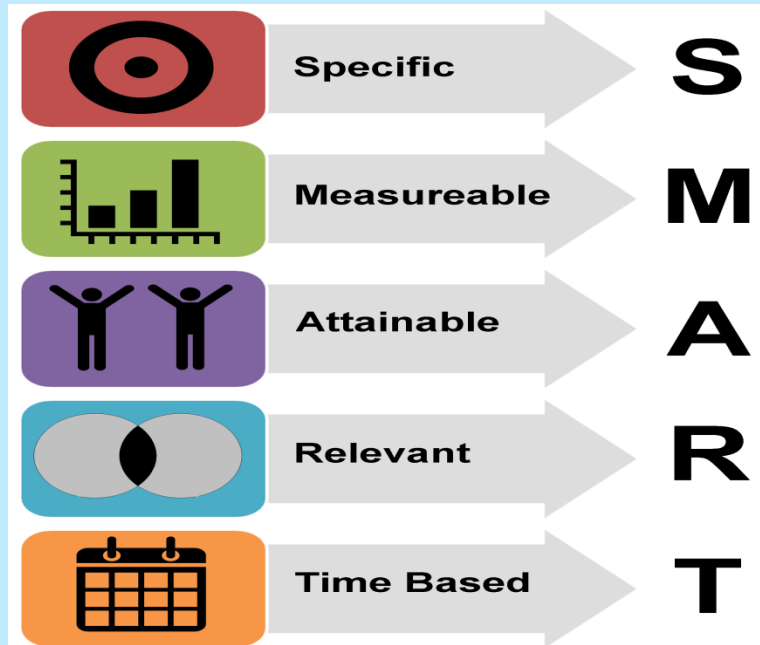


The PA Planning Process

2. Planning

SMART OBJECTIVES

(Yes, with PA too!)

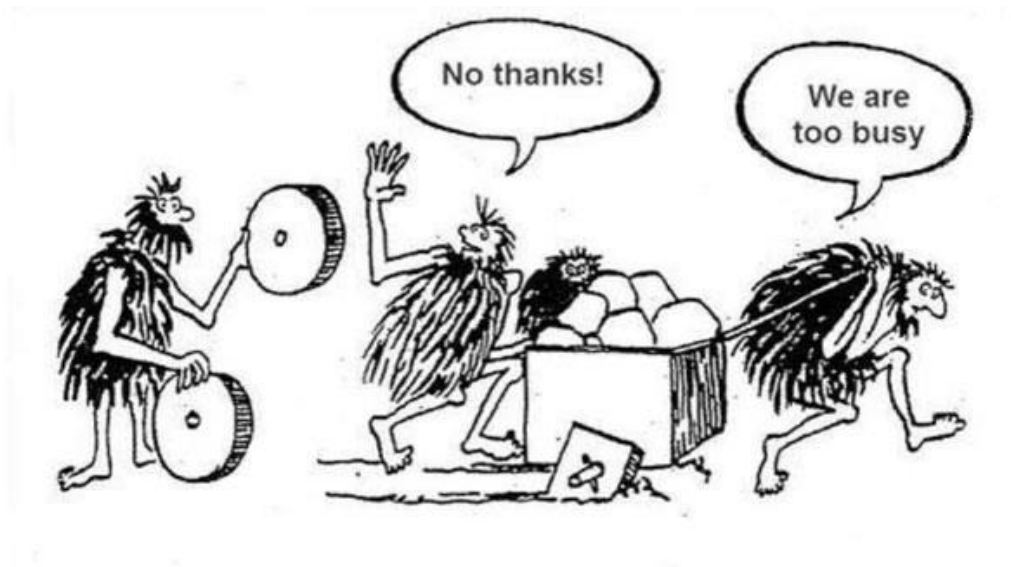


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The PA Planning Process

2. Planning

Don't Re-Invent



Sustainable PA Programs

2.Planning_____

Elements Include:

- **Buy-in from organizational leadership**
- **Programming addressed documented needs**
- **Sound program evaluation plan**



Sustainable PA Programs

2.Planning

Elements Include:

- Clear and honest about internal capacity
- Stable strategic partnerships
- Involvement of the target community



Sustainable PA Programs

2.Planning

Elements Include:

- **Stable funding sources**
- **Stable “sweat equity” sources**
- **Built-in strong, reliable communications systems**
- **More**



Sustainable PA Programs

3. Implementation _____

Work Plan

- A clear methodology/rationale is Key
- Documentation is Key
- Accountability is Key
- Ownership is Key



Sustainable PA Programs

3. Implementation_____

Work Plan

- **Tasks required to roll out**
- **Each task connected to an individual**
- **Timelines for task completion**
- **Benchmarks**
- **Plan for adjustments**



Putting the Pieces Together PA Work Plan Example



Sustainable PA Programs

4. Evaluation _____

- **Provides timely information for decision making**
- **Measurement of results**
- **Validation of methodologies that work**
- **Program adjustments for greater results**
- **More**



Sustainable PA Programs

4. Evaluation

Measuring PA

- Clinical
- Time
- By steps or other activity
- By PA achievements – “First time...”
- Sustained behavior
- Other



Case Studies and Questions

